

# MASTERCLASS IN TRAVEL DEMAND MANAGEMENT AND BEHAVIOUR CHANGE



**WHERE:** MUNICIPAL ASSOCIATION OF VICTORIA,  
LEVEL 12, 60 COLLINS STREET, MELBOURNE

**WHEN:** 9.30AM-1.15PM, MONDAY 21 MARCH 2016

How do we move people out of their cars and into sustainable modes of travel that alleviate traffic congestion, help the environment and get people physically active? This workshop will explore the practical steps to delivering successful programs that change the way people move.

Victoria Walks will also outline an upcoming funding opportunity for councils to undertake behaviour change programs that promote walking. Attending this session will provide unique insights from these leading experts in the field!

## **ROSE MCARTHUR, TECHNICAL DIRECTOR INTEGRATED TRANSPORT, MOTT MACDONALD (UK)**

Join Rose as she takes you on a tour of how to deliver a fully functioning and intelligence led travel behaviour change program, from inception to delivery. The importance of a strong, data led approach to a behaviour change campaign cannot be under-estimated, whether you're delivering a \$70 million travel demand management to support the London Olympics, or a \$7,000 strategy to support the increase in the number of people cycling to their workplace. A program of activity should always have its roots in data analysis and have measurable outcomes, a clear audience and tested communication channels. Rose will guide you through how to achieve this for projects big and small.



*Rose McArthur is a Technical Director in Integrated Transport for Mott MacDonald, a global consultancy based in the UK. Rose was part of the team that delivered the travel demand management programs for the London 2012 Olympics and Glasgow 2014 Commonwealth Games. One of the most engaging keynote speakers at the Walk21 conference in Sydney 2014, Rose is currently technical lead of the travel demand management program supporting the introduction of light rail through the heart of the Sydney CBD.*

## JONATHAN DALY, DIRECTOR, THE CHANGE COLLECTIVE

Jonathan's presentation will provide a provocative perspective of the practice of behaviour change. He will then introduce the audience to his Behaviour Change Design Framework™ methodology, which is based on a combination of behavioural science and design thinking. He will then demonstrate how this approach has been applied to a range of travel demand management projects delivered across Australia and New Zealand.

*Jonathan Daly is the Principal of The Change Collective, an agency that designs, delivers and evaluates behaviour change programs for environmental sustainability, health promotion and safety/crime prevention. He is also a founding director of Studio Huss, a design research practice for the built environment.*

In addition to presentations and opportunities for discussion with two leading experts in travel demand and behaviour change, there will also be an opportunity to bring your own issues or projects and work through them together with Rose, Jonathan and other participants. If you would like your project/challenge discussed, please contact Duane Burtt on 9662 3975 or [dburtt@victoriawalks.org.au](mailto:dburtt@victoriawalks.org.au) prior to the event.



### WHO SHOULD ATTEND?

Transport planners and engineers; health promotion and community wellbeing professionals.

**COST:** \$175 per person (including morning tea and lunch)

**TO REGISTER:** For online registration details go to [www.mav.asn.au/events/](http://www.mav.asn.au/events/) (click on 'upcoming events' and scroll down to March 21)

